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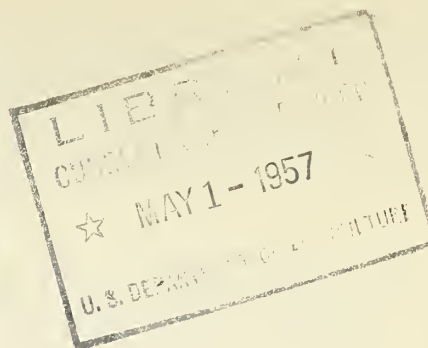
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Consumer Purchases of SELECTED FRUITS AND JUICES

BY REGIONS AND RETAIL OUTLETS
APRIL-JUNE 1956



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
WASHINGTON, D. C.

CPFJ - 30

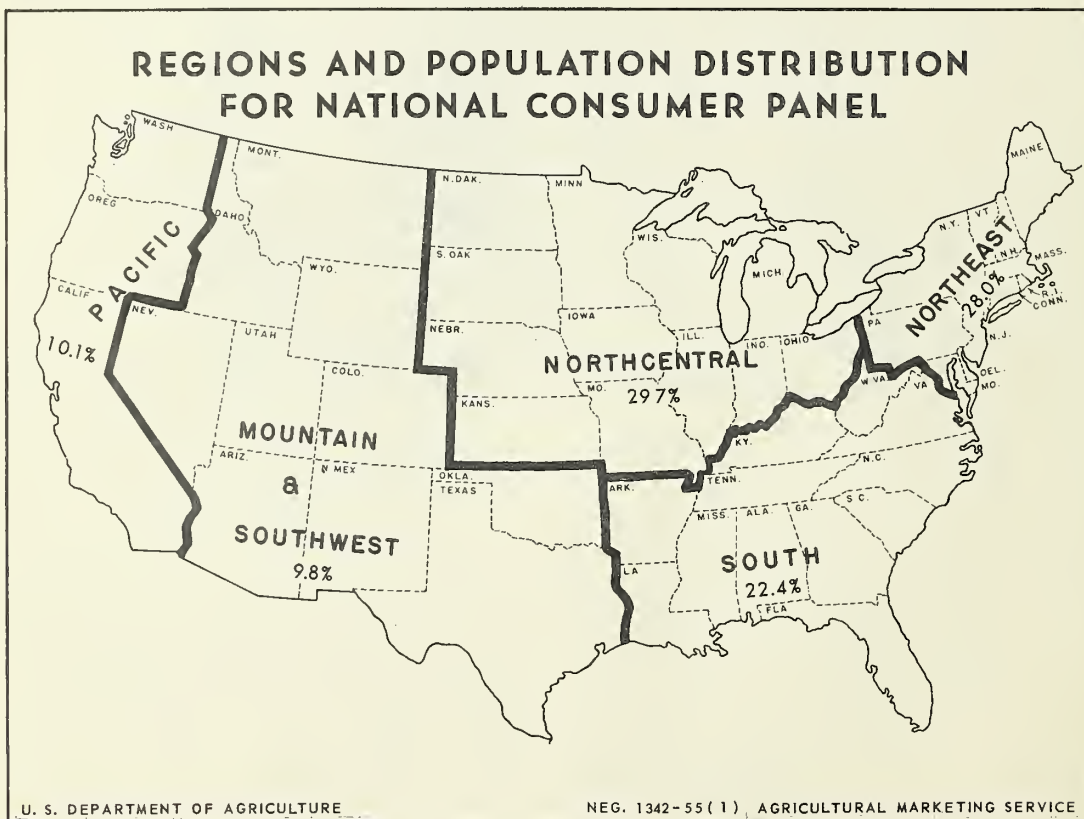
October 1956

FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946 (RMA, Title II).



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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES, BY REGIONS
AND RETAIL OUTLETS, APRIL-JUNE 1956

The data in this report represent estimated purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets.

SUMMARY

As a result of smaller purchases of frozen concentrated orange juice during the 3-month period, April-June 1956, total purchases of frozen concentrated juices were slightly smaller than in April-June 1955. A slight increase in the purchases of frozen concentrated grape juice and a moderate increase in the purchases of other frozen concentrated juices bought by householders failed to offset the smaller purchases of frozen concentrated orange juice.

Prices paid by householders for frozen concentrated orange juice during April-June 1956 averaged 16.5 cents a 6-ounce can, about 1.2 cents higher than in April-June 1955. On the other hand, prices paid for frozen concentrated grape juice averaged about 1 cent lower per 6-ounce can than a year earlier.

Purchases of frozen concentrate for lemonade by United States householders during April-June 1956 were up about 3 percent from a year earlier. A 14 percent decrease in the volume of purchases by householders in the Northeast failed to offset gains in all other regions. Prices paid for frozen concentrate for lemonade averaged about 0.5 cent lower a 6-ounce can than in April-June 1955. Of the 3 major types of retail food outlets, independent and regional chain food stores accounted for slightly larger purchases than in April-June 1955. Purchases in national chains during April-June 1956 were almost unchanged from this earlier period.

Householders purchased more canned single-strength orangeade during April-June 1956 than in April-June 1955, with total purchases almost 30 percent larger. Purchases of shelf-pack concentrate for orangeade, on the other hand, were down about 12 percent from last year. Prices paid for canned single-strength orangeade were fractionally lower than in April-June 1955, while prices paid for shelf-pack concentrate for orangeade averaged only slightly higher.

Householders' purchases of canned single-strength juices during April-June 1956 were almost unchanged from a year earlier. Larger purchases of grapefruit, lemon, and prune juices were almost offset by lower purchases of orange, orange-grapefruit blended, and tomato juices. Purchases of grape and pineapple juices during April-June 1956 were practically unchanged from the same period of 1955. Higher prices than a year earlier were paid by householders for orange, orange-grapefruit blended, and tomato juices. Prices paid per 6-ounce can of single-strength lemon juice were 1.0 cent lower while prices paid for the other juices carried in this report were either slightly lower or unchanged from April-June 1955.

Among the major types of retail food outlets, only regional chain food stores accounted for a larger volume of the total canned single-strength juice purchases in April-June 1956, as compared with the same quarter last year.

United States householders bought a slightly smaller volume of fresh oranges during April-June 1956 than in the same period a year earlier. Purchases of California-Arizona oranges were up in all geographic regions; however, total purchases of all oranges were up from a year earlier only in the Pacific region as a result of lower purchases of Florida oranges.

The average price paid by householders for all oranges purchased in the April-June 1956 period was approximately 50 cents a dozen--the highest quarterly price reported since July-September 1954.

The volume of fresh grapefruit purchased by United States householders during April-June 1956 was slightly larger--about 2 percent--than in April-June 1955. Larger purchases than a year earlier were reported in the North Central, Southern, and Pacific regions. These gains, however, were largely offset by smaller purchases in the Northeast and Mountain-Southwest.

The average price paid by householders for grapefruit in April-June 1956 was about 2 cents less per dozen than in the same period of 1955.

Fresh lemon purchases by United States householders during April-June 1956 were down about 2 percent from a year earlier. Purchases were down in the Northeast and Pacific regions, moderately higher in the Mountain-Southwest region, and almost unchanged in the North Central and South.

Prices paid for lemons averaged about 3 cents higher per dozen than in April-June 1955 in the Northeast and Pacific regions, but were only fractionally higher in other regions.

FROZEN JUICES AND ADES

The volume of frozen concentrated orange juice purchased by United States householders during April-June 1956 was about 3 percent smaller than in the corresponding quarter of 1955. Purchases were up from a year earlier in the North Central and Southern regions. Gains in these regions, however, were more than offset by smaller purchases in the Northeast, Mountain-Southwest, and Pacific regions.

Despite the decline in total purchases of frozen concentrated orange juice in the Northeast, householders in this region reported the highest per capita rate of purchases--3.3 cans (6-ounce) per capita--during the 3-month period, April-June 1956, compared with about 2 cans per capita in the North Central and Pacific regions which had the next highest rate of per capita purchases (table 1).

Lower purchases of frozen concentrated orange juice in independent food stores and in stores other than chain outlets were primarily responsible for a lower volume of purchases during April-June 1956 than in the corresponding period of 1955. National chain food stores accounted for about the same volume of purchases as a year earlier, while purchases in regional chain stores were down slightly from April-June 1955.

Prices paid for frozen concentrated orange juice during April-June held at about the same level as in the preceding quarters of the 1955-56 season. Prices paid, however, were higher than in April-June 1955, averaging about 1.2 cents more per 6-ounce can than a year earlier (table 2).

Household buying of frozen concentrated grape juice during April-June 1956 was up seasonally from the preceding quarter, and was up slightly from April-June 1955. There were sizable increases in purchases in the North Central and Southern regions--14 and 21 percent, respectively--and a slight increase in the Mountain-Southwest. However, these increases were almost offset by lower purchases in other regions.

Regional chain food outlets accounted for a 16 percent larger volume of purchases of frozen concentrated grape juice during April-June 1956 than a year earlier. The other major outlets--independent food stores and national chains--accounted for a smaller volume of purchases than a year earlier.

Prices paid for frozen concentrated grape juice averaged 19.5 cents a 6-ounce can during April-June 1956--1 cent less than in the corresponding quarter of 1955.

Purchases of frozen concentrate for lemonade by householders during April-June 1956 were larger than a year earlier in all geographic regions except the Northeast. Total purchases were about 3 percent larger than in April-June 1955 (table 3).

Householders purchased slightly larger quantities of frozen concentrate for lemonade during April-June 1956 than a year earlier in independent food stores and regional chains. Volume of purchases in national chains was unchanged.

The average price paid by householders for frozen concentrate for lemonade during April-June 1956 was 13.7 cents per 6-ounce can--about 0.5 cent less than in the same quarter of 1955 (table 4). Householders reported paying the lowest average price, 13.1 cents a 6-ounce can, in national chains, while regionally the lowest average price paid was 12.3 cents in the Pacific.

Householders bought about 12 percent less shelf-pack concentrate for orangeade during April-June 1956 than in the same quarter a year earlier. Purchases were unchanged or lower than a year earlier in all geographic regions except the Northeast, where purchases were up about 38 percent. Purchases were down sharply from a year earlier in the North Central, a region that accounted

for slightly more than one-half of the total purchases of this product in April-June 1955. Prices paid for shelf-pack concentrate for orangeade were only slightly higher than in April-June 1955.

As a result of increased buying of single-strength orangeade by householders in all geographic regions during April-June 1956, total purchases were almost 30 percent larger than during April-June 1955. While purchases were up significantly in all regions, the largest proportionate increase from a year earlier was registered in the South (table 5).

Larger purchases of single-strength orangeade than a year earlier were reported for each of the three major types of retail outlets in April-June 1956. Independent food outlets and regional chain stores, however, accounted for the major share of the total increase, with purchases up only slightly in national chains.

Prices paid for single-strength orangeade averaged 26.8 cents a 46-ounce can--down 0.5 cent from April-June 1955 (table 5).

Householders' purchases of frozen concentrated orangeade during the 3-month period, April-June, amounted to about 68,000 gallons. This was well below the volume reported a year earlier. About three-fifths of the total volume purchased during April-June 1956 was bought by householders in the Northeast region, and about one-half of the total United States purchases were made in regional chain food stores.

CANNED JUICES

In April-June 1956, householders continued to report lower purchases of canned single-strength orange juice than in the corresponding period a year earlier in all geographic regions. Largest per capita purchases of orange juice were made by householders in the Southern region, with lowest per capita purchases in the Pacific region (table 6).

Canned orange juice purchases during April-June 1956 were lower than in the same period of 1955 in each of the three major types of retail outlets--independent, national chain, and regional chain food stores. Despite smaller total purchases, independent food stores accounted for a larger percentage of total purchases during April-June 1956 than in April-June 1955--45 percent in 1956 as compared with 43 percent in 1955.

Prices paid for canned orange juice during April-June averaged about 3.6 cents higher per 46-ounce can than a year earlier (table 7).

Orange-grapefruit blended juice purchases during April-June also continued to be smaller than in the same period a year earlier in all regions except the Northeast (table 11). Purchases were lower than a year ago in each of the three major types of food outlets, with the largest proportionate decreases in

independent and regional chain food stores. Prices paid for blended juice averaged about 1.7 cents higher per 46-ounce can than in April-June last year (table 12).

Compared with a year earlier, the demand for canned grapefruit juice as evidenced by householders' purchases, continued to be strong. Purchases in April-June 1956 were 14 percent larger than in April-June 1955. Purchases of grapefruit juice were well above a year earlier in the Northeast, North Central, and Mountain-Southwestern regions, while only slightly larger purchases were made by householders in the Pacific and Southern regions (table 9).

As a result of a sharp increase in the volume of purchases made in regional chain food stores, total purchases of grapefruit juice were almost evenly divided between the three major types of retail food outlets. Prices paid for canned grapefruit juice were practically unchanged from April-June 1955 (table 10).

Purchases of canned single-strength lemon juice by United States householders during April-June 1956 were up sharply from the preceding quarter. Purchases were also about 13 percent larger in the same period of 1955. Householders reported larger purchases of lemon juice than a year earlier in all regions except the South where purchases were smaller. Average prices paid were slightly lower than in April-June last year.

The volume of single-strength grape juice bought by United States householders during April-June was almost unchanged from this period a year ago. Larger purchases in the Mountain-Southwestern and Pacific regions were about offset by smaller purchases in the Northeast and Southern regions. Prices paid for grape juice were almost unchanged from a year earlier.

There was little change from a year earlier in the volume of pineapple juice bought by householders during April-June 1956. Purchases were moderately lower than a year earlier in the Northeast and Pacific regions, with larger purchases reported by householders in all other regions. The average price paid for pineapple juice during April-June was practically unchanged from the same period a year ago.

Household buying of prune juice during April-June 1956 continued to be greater than in April-June 1955. Compared with a year earlier, purchases were materially larger in all geographic regions except the North Central, where purchases were down slightly. Per capita purchases of prune juice in the Northeast region continued to be well above per capita purchases in other regions--they were twice as large as those in the Mountain-Southwest, the region in which per capita purchases were second highest. Householders paid an average price of 32.3 cents for 32 ounces of prune juice during April-June--unchanged from a year earlier.

Tomato juice purchases during April-June 1956 were about 15 percent smaller than in the corresponding quarter of 1955. Purchases were down in all regions, with the smallest proportionate decrease in the Pacific region. Householders' purchases of tomato juice were lower than a year earlier in each of

the three major types of retail food outlets, with the most pronounced decreases occurring in independent food stores and national chains. Prices paid during April-June 1956 averaged about 2 cents higher per 46-ounce can than in April-June last year (table 13).

FRESH CITRUS FRUIT

Householders' purchases of fresh oranges in the United States during the April-June 1956 quarter were down about 4 percent from the same quarter a year ago. Purchases were down in all regions except the Pacific where they were about 3 percent larger. In all geographic regions, purchases of California-Arizona oranges were larger in April-June 1956 than in April-June 1955, with total purchases up almost 9 percent. Purchases of Florida oranges, however, were smaller than in April-June 1955 in all geographic regions, with total purchases down about 14 percent (table 15).

Prices paid by households for all oranges purchased during April-June averaged almost 50 cents a dozen--the highest quarterly price reported since July-September 1954 (table 16).

The volume of oranges purchased in chain food stores during April-June 1956 was almost unchanged from a year earlier. Although households bought a smaller volume of oranges in independent food stores during April-June 1956 than in April-June 1955, this outlet continued to account for larger purchases of oranges than either national or regional chain stores (table 17).

Household consumers bought only slightly more fresh grapefruit in April-June 1956 than in the same quarter of 1955. Purchases decreased in the Northeast and Mountain-Southwestern regions, but larger purchases were reported by households in all other regions (table 20).

Prices paid for Florida grapefruit during April-June 1956 were unchanged from the corresponding quarter of 1955. As a result of lower prices for California-Arizona and unidentified grapefruit, however, the average price paid for all grapefruit was almost 2 cents per dozen lower than in April-June 1955 (table 21).

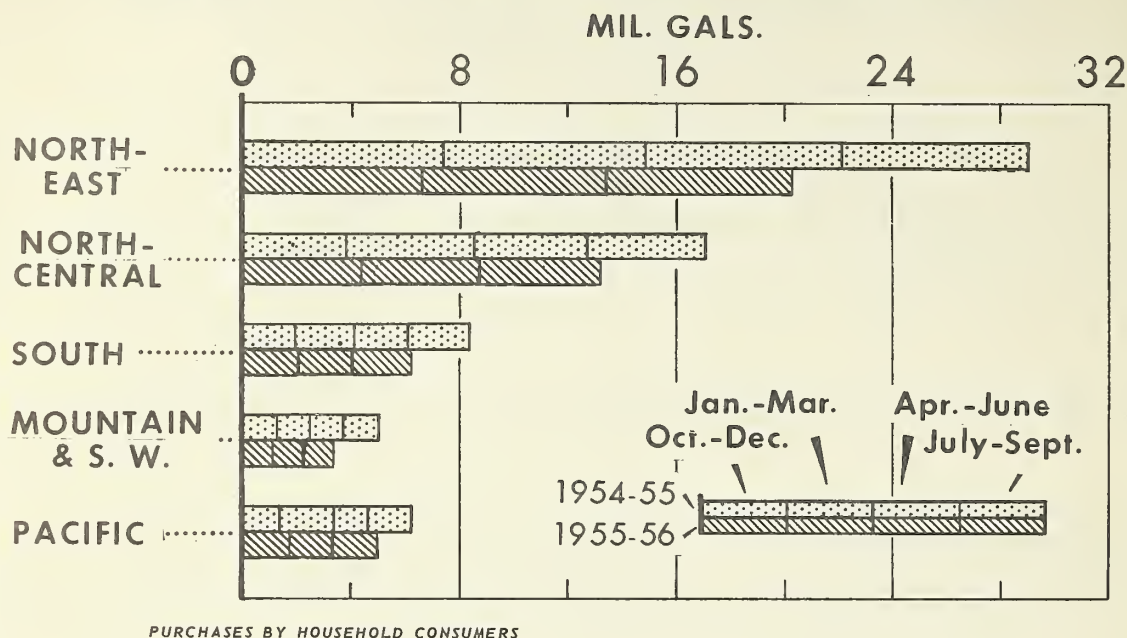
The volume of fresh grapefruit bought in regional chain stores was about 16 percent larger than during April-June 1955. Purchases in both independent and national chain stores were smaller during April-June 1956 than in the same period a year ago (table 22).

The volume of fresh lemons purchased by households during April-June 1956 was about 2 percent smaller than in April-June 1955. Purchases were down in the Northeast and Pacific regions about 8 percent and 10 percent, respectively. Purchases were up about 7 percent in the Mountain-Southwestern region and almost unchanged in the North Central and Southern regions (table 24).

Purchases of fresh lemons were down during April-June 1956 from the same period last year in independent food stores and national chains but were up substantially, 16.3 percent, in regional chain stores (table 25).

Prices paid for lemons averaged slightly higher during April-June 1956 than in the same period a year earlier. Prices paid by householders in the Northeast and Pacific regions averaged about 3 cents a dozen higher, while prices paid in other regions were up fractionally (table 24).

FROZEN CONCENTRATED ORANGE JUICE PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3001-56(8) AGRICULTURAL MARKETING SERVICE

Figure 1

Table 1.--Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

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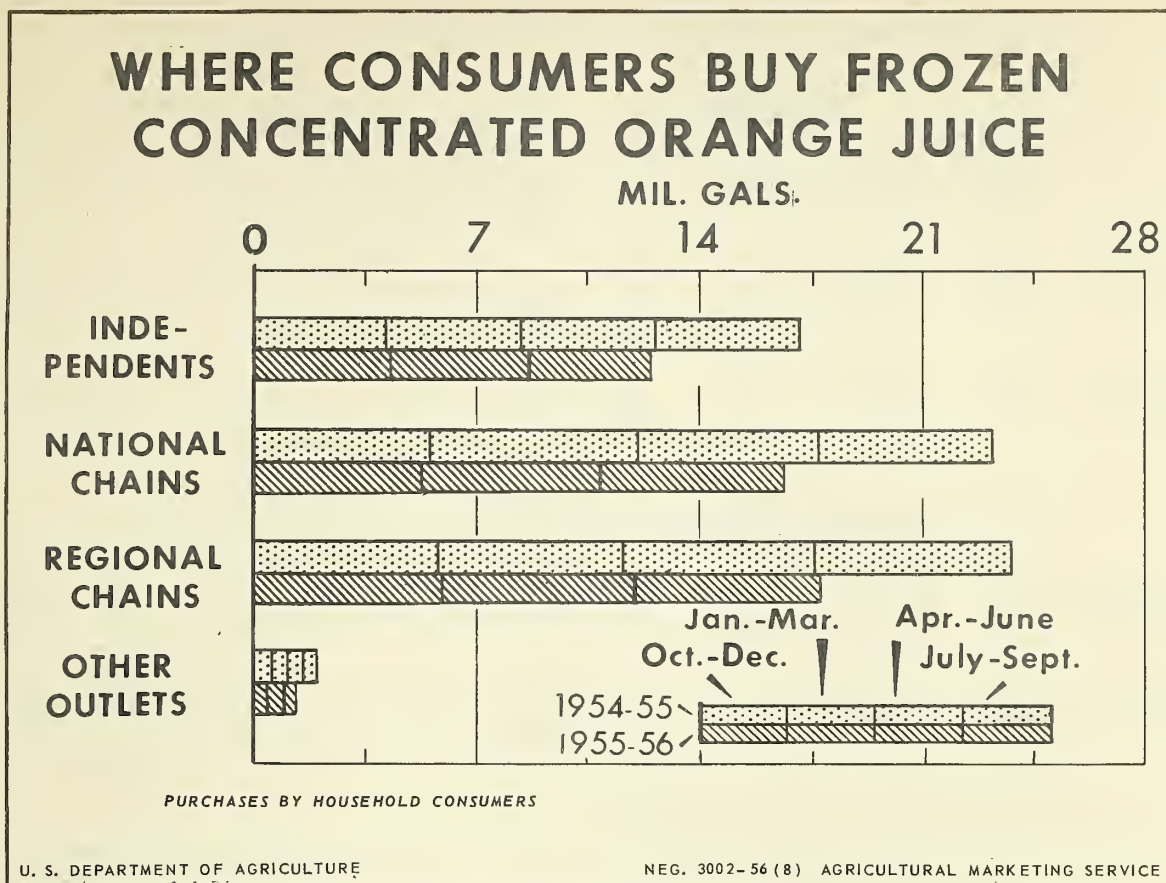


Figure 2

Table 2.--Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries:			outlets:	groceries:			outlets:	groceries:			outlets:
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
	gallons	gallons	gallons	gallons								
1954-55												
October-December	4,107	5,517	5,791	15,974	17.7	14.9	15.3	15.9	16.9	20.5	19.5	19.1
January-March	4,231	6,533	5,891	17,115	16.3	13.3	14.2	14.5	17.5	22.8	20.2	20.3
April-June	4,202	5,777	5,859	16,328	16.8	14.4	14.9	15.3	17.3	21.0	19.5	19.4
July-September	4,513	5,307	6,177	16,484	17.4	15.7	15.8	16.2	17.1	19.8	19.4	18.9
Total	17,053	23,134	23,718	65,901								
1955-56												
October-December	4,262	5,251	5,907	15,822	17.7	15.9	16.4	16.6	17.8	20.2	19.1	19.2
January-March	4,272	5,580	6,064	16,394	18.0	15.8	16.3	16.7	18.2	20.9	19.9	19.9
April-June	3,867	5,799	5,755	15,876	18.1	15.5	16.1	16.5	17.7	21.6	20.3	20.1
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 3.--Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	568	131	142	47	83	165	15.7	16.6	16.4	16.4	17.2	14.0
January-March	493	132	116	1/	83	130	15.9	16.4	16.4	1/	16.7	14.8
April-June	3,038	1,142	993	294	266	343	14.2	14.7	14.0	14.3	14.9	13.2
July-September	5,783	2,203	1,904	427	446	803	13.6	14.2	13.8	13.8	14.3	12.1
Total	9,882	3,608	3,155	800	878	1,441						
1955-56												
October-December	593	142	142	88	100	121	14.1	14.7	14.6	14.8	14.0	13.3
January-March	528	111	148	63	92	114	14.7	14.8	15.2	15.0	15.3	13.8
April-June	3,118	979	1,092	307	375	365	13.7	14.1	13.9	14.4	13.9	12.3
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1954-55												
October-December	14.8	12.5	16.1	14.3	15.2	15.2	3.5	3.0	3.1	1.2	5.0	10.5
January-March	14.1	12.7	14.6	1/	14.3	15.1	3.1	3.0	2.5	1/	5.1	8.2
April-June	16.9	16.3	17.8	15.9	15.6	17.9	18.8	25.9	21.5	7.6	16.2	21.5
July-September	18.5	17.5	19.6	18.2	17.0	19.3	36.1	50.7	41.7	11.0	27.1	50.8
1955-56												
October-December	15.5	13.3	17.4	16.3	16.6	14.6	3.7	3.2	3.1	2.3	6.1	7.6
January-March	14.3	12.4	16.9	13.0	14.7	13.9	3.3	2.5	3.2	1.6	5.4	7.2
April-June	18.1	17.2	19.3	17.7	17.9	17.9	19.2	22.2	23.7	7.8	22.3	22.8
July-September												
Total												

1/ Too few purchases reported for analysis.

Table 4.--Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	170	194	170	568	16.9	15.1	14.9	15.7	12.7	15.5	15.7	14.8
January-March	150	177	141	493	17.5	15.2	15.0	15.9	13.9	14.2	13.2	14.1
April-June	763	1,015	1,172	3,038	15.5	13.5	13.7	14.2	13.5	17.2	17.2	16.9
July-September	1,433	2,027	2,169	5,783	15.1	12.8	13.1	13.6	16.3	19.8	18.7	18.5
Total	2,516	3,413	3,651	9,882								
1955-56												
October-December	131	211	210	593	15.2	13.8	13.3	14.1	14.4	16.1	15.0	15.5
January-March	137	186	164	528	16.8	14.2	14.0	14.7	12.5	14.2	14.6	14.3
April-June	792	1,013	1,240	3,118	14.9	13.1	13.2	13.7	16.1	18.4	18.9	18.1
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 5.-- Canned "single-strength" orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1954 to date

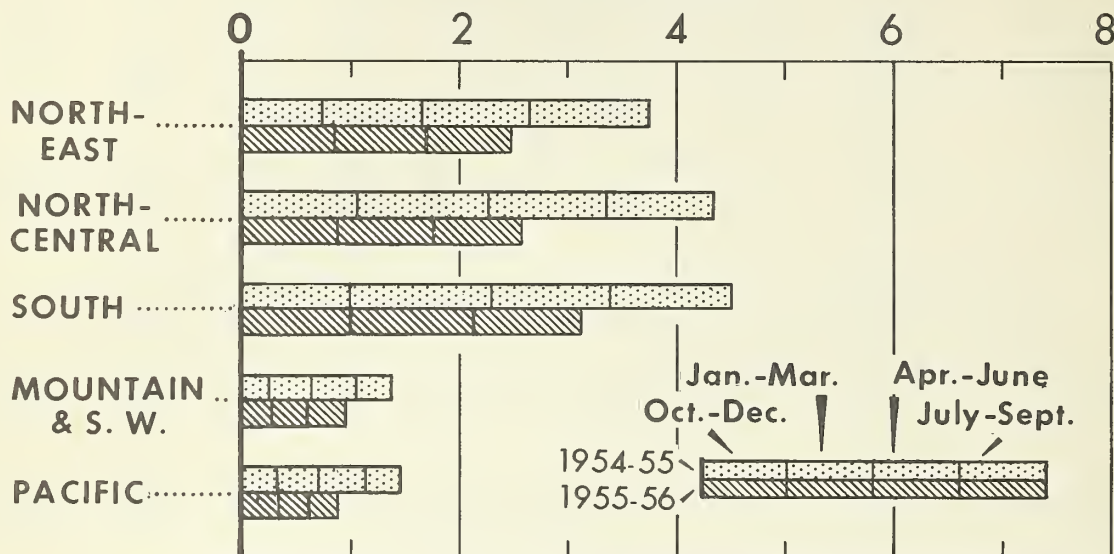
Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independ- dent groceries	National chains	Regional chains
		1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1954-55									
October-December	1,070	274	248	286	169	93	277	395	384
January-March	1,066	220	303	219	191	133	307	369	350
April-June	1,356	211	521	270	210	144	448	421	457
July-September	1,584	234	611	332	190	217	475	552	503
1955-56									
October-December	1,071	150	343	298	159	121	335	330	372
January-March	1,277	181	418	341	197	140	467	310	470
April-June	1,758	278	612	437	230	201	628	433	657
July-September									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1954-55									
October-December	28.2	28.7	29.0	27.9	28.3	26.8	29.4	27.2	28.1
January-March	28.1	28.4	29.1	28.3	27.4	27.4	29.0	27.3	28.1
April-June	27.3	28.1	27.3	27.5	27.3	26.5	27.9	26.3	27.4
July-September	26.4	27.4	26.4	27.3	26.2	25.3	27.3	25.6	26.2
1955-56									
October-December	27.7	27.6	28.3	27.8	26.8	27.3	28.2	26.9	27.8
January-March	27.9	28.7	28.0	28.2	26.9	27.6	28.2	27.1	28.1
April-June	26.8	27.3	26.4	27.2	26.9	26.3	27.2	26.4	26.7
July-September									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1954-55									
October-December	61.9	64.9	58.1	58.2	62.0	73.2	61.1	69.0	56.7
January-March	61.5	62.8	56.4	56.7	64.2	72.8	64.0	65.6	56.4
April-June	66.1	62.6	71.6	57.3	67.6	68.2	67.6	67.8	64.2
July-September	69.3	62.9	75.4	57.3	65.5	86.0	73.6	73.4	62.7
1955-56									
October-December	63.2	58.7	67.3	60.4	62.9	64.5	66.5	61.3	61.9
January-March	65.3	58.8	69.2	62.2	67.5	65.9	69.2	64.3	62.5
April-June	72.3	62.3	78.2	65.9	71.3	83.5	75.0	71.8	70.0
July-September									
Purchases per 1,000 capita									
	United States	North-east	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1954-55									
October-December	6.7	6.3	5.4	7.5	10.1	5.9			
January-March	6.6	5.1	6.6	5.6	11.7	8.4			
April-June	8.4	4.8	11.3	6.9	12.8	9.0			
July-September	9.9	5.4	13.4	8.6	11.5	13.7			
1955-56									
October-December	6.6	3.4	7.5	7.7	9.7	7.6			
January-March	7.9	4.1	9.1	8.8	11.6	8.8			
April-June	10.8	6.3	13.3	11.1	13.7	12.5			
July-September									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

CANNED ORANGE JUICE PURCHASES BY REGIONS

MIL. CASES*



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3003-56(8) AGRICULTURAL MARKETING SERVICE

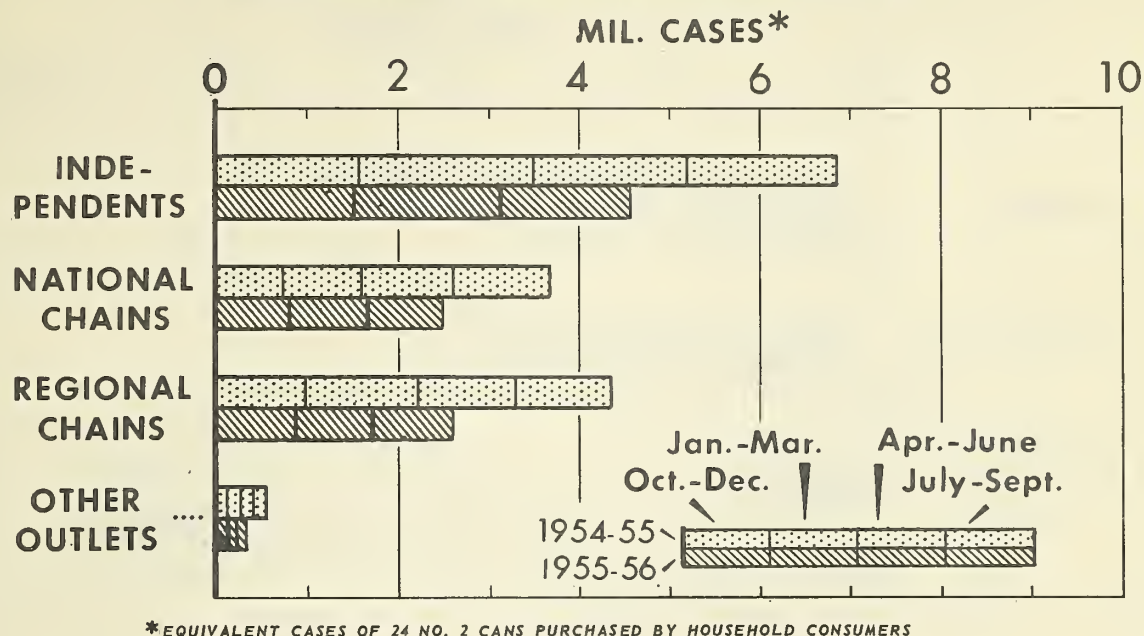
Figure 3

Table 6.--Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	3,381	748	1,053	993	254	333	32.5	31.6	31.7	30.6	36.6	37.3
January-March	4,210	941	1,219	1,285	393	372	30.3	29.1	29.7	29.2	33.3	33.4
April-June	3,924	948	1,063	1,093	389	431	30.5	28.9	30.2	29.8	32.7	32.9
July-September	3,910	1,114	977	1,136	347	336	31.4	30.1	31.2	30.6	33.2	35.5
Total	15,425	3,751	4,312	4,507	1,383	1,472						
1955-56												
October-December	3,351	840	892	992	284	343	32.7	31.8	32.6	31.2	34.9	35.7
January-March	3,450	854	863	1,118	338	277	33.2	31.7	33.3	31.9	34.9	37.2
April-June	3,195	793	832	991	323	256	34.1	32.0	34.0	33.1	36.8	38.2
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1954-55												
October-December	56.0	56.7	62.4	54.3	51.8	51.1	21.1	17.1	23.0	26.1	15.2	21.1
January-March	59.4	59.9	65.6	58.4	55.2	54.1	26.3	21.6	26.7	33.0	24.0	23.4
April-June	58.8	58.9	62.1	56.7	58.3	58.2	24.3	21.5	23.0	28.1	23.7	27.1
July-September	57.2	62.3	57.5	57.0	54.8	50.4	24.4	25.6	21.4	29.3	21.1	21.2
1955-56												
October-December	55.3	56.8	54.9	56.0	53.9	53.4	20.8	19.0	19.4	25.6	17.4	21.6
January-March	54.7	56.2	57.6	53.6	55.0	49.5	21.4	19.4	18.8	29.0	19.9	17.4
April-June	54.3	54.9	61.5	52.4	52.9	47.7	19.7	18.0	18.0	25.3	19.2	16.0
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3004-56(8) AGRICULTURAL MARKETING SERVICE

Figure 4

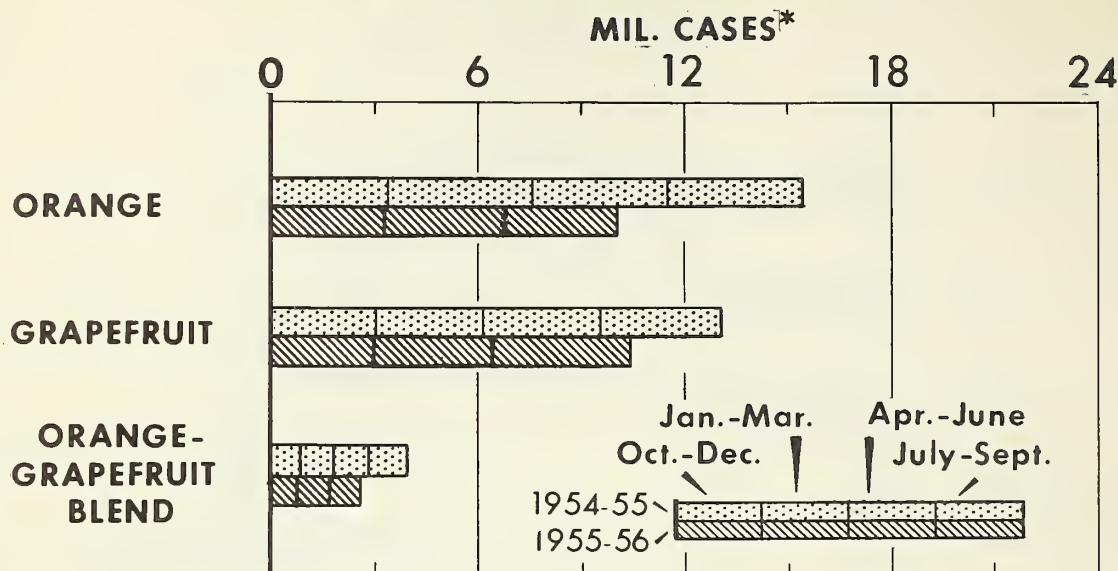
Table 7.--Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	1,577	735	971	3,381	34.4	29.8	31.4	32.5	53.1	61.1	57.8	56.0
January-March	1,943	870	1,255	4,210	32.1	27.0	28.8	30.3	57.5	62.1	61.9	59.4
April-June	1,691	998	1,090	3,924	32.6	27.5	29.3	30.5	55.3	64.4	59.4	58.8
July-September	1,656	1,086	1,030	3,910	33.1	29.0	30.5	31.4	54.7	60.0	58.9	57.2
Total	6,867	3,689	4,346	15,425								
1955-56												
October-December	1,523	812	894	3,351	33.9	30.8	31.8	32.7	54.9	56.4	55.6	55.3
January-March	1,627	862	864	3,450	34.7	30.4	32.2	33.1	54.0	57.5	54.5	54.7
April-June	1,427	816	857	3,195	35.8	31.5	33.2	34.1	53.7	57.2	52.9	54.3
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

CONSUMER PURCHASES OF CANNED CITRUS JUICES



*EQUIVALENT CASES OF 24 NO. 2 CANS. PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3005-56(8) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 8.-- Canned citrus juices: Consumer purchases by quarters, October-December 1954 to date

Period	Orange		Grapefruit		Orange-grapefruit blend	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/
October-December	3,351	3,381	3,059	3,060	800	824
January-March	3,450	4,210	3,380	3,097	906	971
April-June	3,195	3,924	3,931	3,436	886	984
July-September		3,910		3,495		1,099
Total		15,425		13,088		3,878

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 9.-- Canned single-strength grapefruit juice: Consumer purchases average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	3,060	790	791	656	356	467	24.2	23.5	23.2	23.5	25.6	25.9
January-March	3,097	863	764	620	367	483	25.0	24.7	24.9	24.3	25.4	25.9
April-June	3,436	959	916	697	421	443	24.7	23.4	24.0	23.3	26.4	26.9
July-September	3,495	1,012	882	763	397	441	24.2	23.4	23.5	23.2	25.9	25.7
Total	13,088	3,624	3,353	2,736	1,541	1,834						
1955-56												
October-December	3,059	795	801	641	369	453	25.3	24.6	25.4	24.2	26.1	26.3
January-March	3,380	874	979	725	403	399	24.9	23.8	24.5	23.6	26.6	27.0
April-June	3,931	1,133	1,135	720	482	461	24.5	23.3	23.8	23.3	26.2	26.9
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1954-55												
October-December	62.4	62.8	68.0	60.3	58.4	62.1	19.1	18.0	17.2	17.3	21.3	29.6
January-March	62.6	60.3	66.5	64.6	59.6	62.1	19.3	19.8	16.7	15.9	22.5	30.4
April-June	66.5	64.1	73.1	67.1	65.9	62.1	21.3	21.8	19.8	18.0	25.6	27.8
July-September	66.8	66.9	72.0	66.9	63.6	63.6	21.8	23.3	19.3	19.7	24.1	27.9
1955-56												
October-December	63.7	63.8	66.1	62.4	62.2	63.5	19.0	18.0	17.4	16.5	22.5	28.6
January-March	65.8	62.8	72.3	67.5	62.3	62.7	21.0	19.9	21.3	18.8	23.8	25.0
April-June	66.9	64.0	75.3	64.5	63.8	66.0	24.2	25.7	24.6	18.3	28.7	28.7
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 10.--Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	1,046	1,042	932	3,060	26.6	21.8	23.7	24.2	56.4	69.1	65.3	62.4
January-March	1,110	1,021	904	3,097	27.2	22.9	24.3	25.0	57.4	67.6	64.2	62.6
April-June	1,223	1,284	880	3,436	27.3	22.4	23.9	24.7	61.1	71.9	68.2	66.5
July-September	1,135	1,376	947	3,495	26.6	22.2	23.8	24.2	60.5	76.2	65.1	66.8
Total	4,514	4,723	3,663	13,088								
1955-56												
October-December	1,047	1,133	844	3,059	27.3	23.8	24.6	25.3	57.9	69.5	65.1	63.7
January-March	1,053	1,272	1,018	3,380	26.8	23.2	24.7	24.9	60.9	72.7	64.7	65.8
April-June	1,288	1,357	1,242	3,931	26.7	22.7	23.8	24.5	62.0	74.1	66.8	66.9
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 11.--Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	824	371	234	84	2/	96	29.7	27.5	30.1	27.5	2/	34.1
January-March	971	423	272	110	53	113	27.8	25.9	28.4	26.6	31.3	30.4
April-June	984	372	321	141	57	93	28.0	26.1	28.0	26.1	32.3	31.8
July-September	1,099	506	307	168	38	80	28.6	27.7	28.4	26.8	32.2	32.8
Total	3,878	1,672	1,134	503	187	382						
1955-56												
October-December	800	322	256	87	54	81	30.4	29.1	30.6	27.4	33.7	33.1
January-March	906	349	351	96	51	59	29.5	28.1	29.3	28.2	33.4	34.3
April-June	886	388	288	92	46	72	29.7	27.4	29.9	28.3	34.7	33.6
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1954-55												
October-December	52.1	56.8	49.9	55.2	2/	45.5	5.1	8.5	5.1	2.2	2/	6.1
January-March	59.5	59.3	61.3	69.8	61.4	50.2	6.1	9.7	6.0	2.8	3.2	7.1
April-June	59.2	57.3	67.3	64.7	56.2	48.5	6.1	8.4	6.9	3.6	3.5	5.8
July-September	56.7	56.2	59.1	66.8	46.7	48.0	6.9	11.6	6.7	4.3	2.3	5.1
1955-56												
October-December	51.9	51.9	52.4	56.7	46.9	50.8	4.9	7.3	5.6	2.2	3.3	5.1
January-March	57.8	57.2	59.6	65.3	63.2	44.2	5.6	7.9	7.6	2.5	3.0	3.7
April-June	53.9	54.1	58.2	60.5	47.1	45.0	5.5	8.8	6.3	2.3	2.7	4.5
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ Too few purchases reported for analysis.

Table 12.--Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independent	National chains	Regional chains	All retail outlets	Independent	National chains	Regional chains	All retail outlets	Independent	National chains	Regional chains	All retail outlets
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	252	235	332	824	32.7	26.4	28.9	29.7	48.4	55.8	54.3	52.1
January-March	289	316	349	971	31.6	24.7	26.5	27.8	56.0	60.2	61.2	59.5
April-June	264	378	323	984	31.9	24.7	27.2	28.0	54.0	62.6	59.8	59.2
July-September	299	411	373	1,099	31.9	26.2	27.9	28.6	51.4	58.8	60.2	56.7
Total	1,104	1,340	1,377	3,878								
1955-56												
October-December	268	231	291	800	32.8	28.5	29.1	30.4	51.1	53.6	51.7	51.9
January-March	264	315	322	906	32.5	27.2	29.0	29.5	54.1	61.9	58.3	57.8
April-June	219	366	291	886	33.2	26.9	29.5	29.7	50.4	57.6	53.5	53.9
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 13.--Canned single-strength juices: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States by regions and type of retail outlets, April-June 1956

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
Orange	3,195	793	832	991	323	256	1,427	816	857
Grapefruit	3,931	1,133	1,135	720	482	461	1,288	1,357	1,242
Orange-grapefruit blend	886	388	288	92	46	72	219	366	291
Lemon	248	90	97	12	18	31	73	75	95
Grape	698	225	153	118	106	96	185	231	272
Pineapple	4,539	1,751	857	787	563	581	1,291	1,340	1,829
Prune	2,182	1,184	369	275	191	163	669	612	879
Tomato	4,756	1,684	1,103	648	515	806	1,509	1,271	1,892
Total 3/	24,206	9,046	5,785	3,909	2,518	2,948	7,712	6,978	9,115
Average price per can 4/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Orange	34.1	32.0	34.0	33.1	36.8	38.2	35.8	31.5	33.2
Grapefruit	24.5	23.3	23.8	23.3	26.2	26.9	26.7	22.7	23.8
Orange-grapefruit blend	29.7	27.4	29.9	28.3	34.7	33.6	33.2	26.9	29.5
Lemon	12.3	11.9	13.4	14.9	14.9	11.3	12.6	12.2	11.9
Grape	33.8	33.0	33.6	33.0	34.7	34.9	37.6	30.6	33.7
Pineapple	27.3	26.3	29.1	28.3	28.8	24.8	29.2	26.3	26.3
Prune	32.3	30.3	35.1	33.8	34.8	32.5	34.2	31.3	31.7
Tomato	28.8	29.9	30.5	30.9	29.9	24.7	30.0	28.1	28.2
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Orange	54.3	54.9	61.5	52.4	52.9	47.7	53.7	57.2	52.9
Grapefruit	66.9	64.0	75.3	64.5	63.8	66.0	62.0	74.1	66.8
Orange-grapefruit blend	53.9	54.1	58.2	60.5	47.1	45.0	50.4	57.6	53.5
Lemon	15.3	16.0	17.0	11.4	13.6	14.3	14.7	14.5	16.5
Grape	30.3	26.6	27.3	30.0	33.7	38.1	29.5	31.8	30.0
Pineapple	58.9	55.7	58.1	56.3	64.1	63.8	57.6	60.3	59.6
Prune	39.3	40.6	37.7	35.8	42.9	37.5	36.9	41.6	39.7
Tomato	51.6	48.0	53.0	48.0	48.0	61.4	49.2	52.9	53.2
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/
Orange	19.7	18.0	18.0	25.3	19.2	16.0			
Grapefruit	24.2	25.7	24.6	18.3	28.7	28.7			
Orange-grapefruit blend	5.5	8.8	6.3	2.3	2.7	4.5			
Lemon	1.5	2.0	2.1	0.3	1.1	1.9			
Grape	4.3	5.1	3.3	3.0	6.3	6.0			
Pineapple	28.0	39.8	18.6	20.1	33.5	36.2			
Prune	13.4	26.9	8.0	7.0	11.4	10.2			
Tomato	29.3	38.2	23.9	16.5	30.7	50.3			

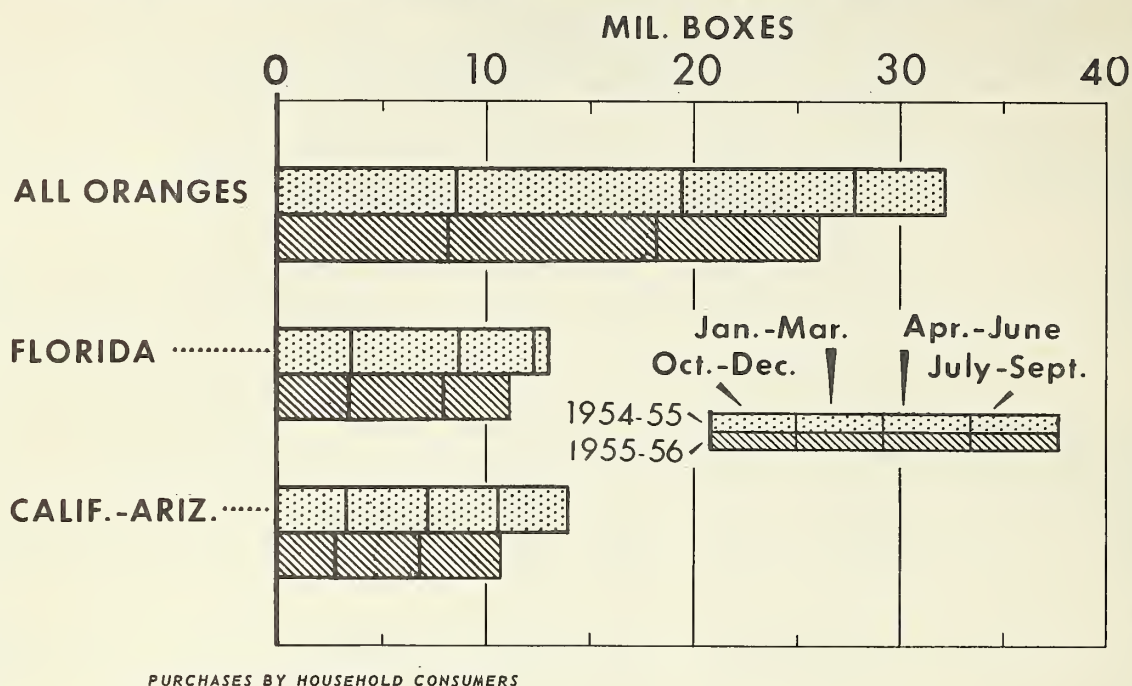
1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ Includes purchases of other miscellaneous canned single-strength juice.

4/ 46-ounce can, except lemon juice, 5 1/2-ounce can; prune juice, 32-ounce bottle; and grape juice, 24-ounce bottle.

CONSUMER PURCHASES OF ORANGES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3006-56(8) AGRICULTURAL MARKETING SERVICE

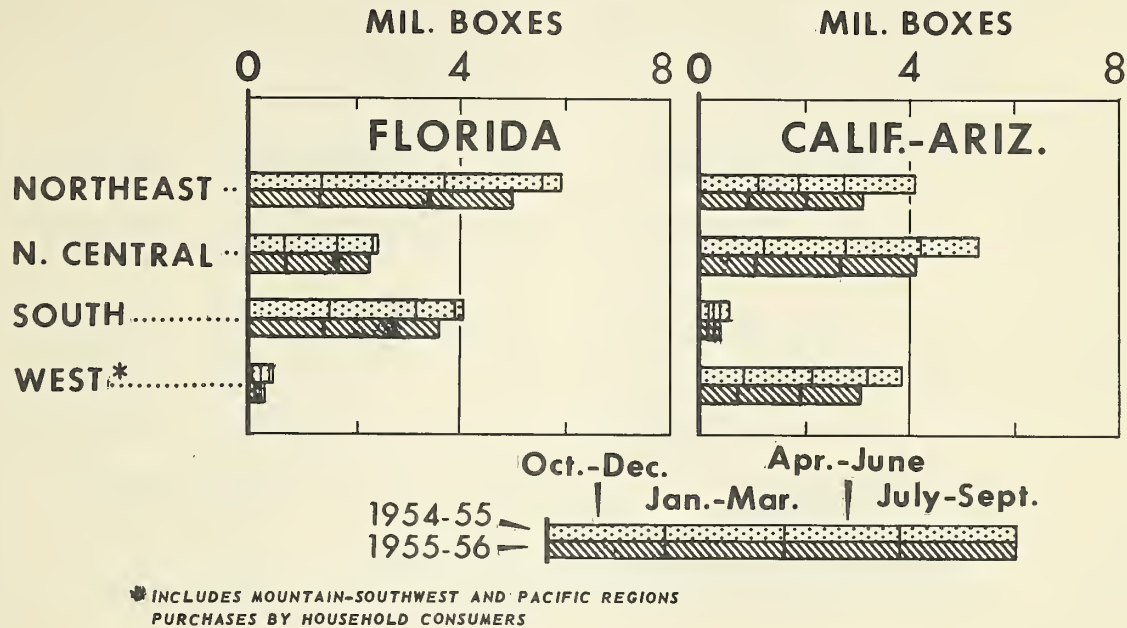
Figure 6

Table 14.--Oranges: Consumer purchases, by quarters, October-December 1954 to date

Period	All oranges ^{1/}	Florida	California-Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1954-55				
October-December	8,612	3,660	3,271	1,321
January-March	10,931	5,044	3,935	1,650
April-June	8,215	3,561	3,430	1,156
July-September	4,512	654	3,282	549
Total	32,270	12,919	13,918	4,676
1955-56				
October-December	8,020	3,618	2,953	1,150
January-March	10,146	4,452	3,991	1,420
April-June	7,875	3,067	3,735	1,001
July-September				
Total				

^{1/} Includes small quantities of oranges from other States which are not included as unidentified.

FLORIDA AND CALIFORNIA-ARIZONA ORANGE PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3007-56(8) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 15.-- Oranges: Consumer purchases, United States and regions, by quarters, October-December 1954 to date

State of origin and period	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1955-56 ¹	1954-55	1955-56 ¹	1954-55	1955-56 ¹	1954-55	1955-56 ¹	1954-55	1955-56 ¹	1954-55	1955-56 ¹	1954-55
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	3,618	3,660	1,377	1,386	702	695	1,425	1,502	93	63	21	1/
January-March	4,452	5,044	2,028	2,317	990	1,022	1,333	1,514	90	186	1/	1/
April-June	3,067	3,561	1,582	1,897	584	628	822	881	75	138	1/	1/
July-September		654		346		94		187		1/		1/
Total		12,919		5,946		2,439		4,084		412		38
California-Arizona												
October-December	2,953	3,271	994	1,019	1,072	1,219	153	164	242	306	492	563
January-March	3,991	3,935	1,046	891	1,583	1,604	122	128	341	345	899	967
April-June	3,735	3,430	1,038	872	1,470	1,419	120	77	331	324	776	738
July-September		3,282		1,321		1,139		175		227		420
Total		13,918		4,103		5,381		544		1,202		2,688
All oranges 2/												
October-December	8,020	8,612	2,669	2,758	2,119	2,311	2,009	2,168	610	679	613	696
January-March	10,146	10,931	3,508	3,711	2,961	3,144	1,819	2,050	744	849	1,114	1,177
April-June	7,875	8,215	2,922	3,111	2,317	2,379	1,136	1,213	544	585	956	927
July-September		4,512		1,854		1,389		477		307		485
Total		32,270		11,434		9,223		5,908		2,420		3,285

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

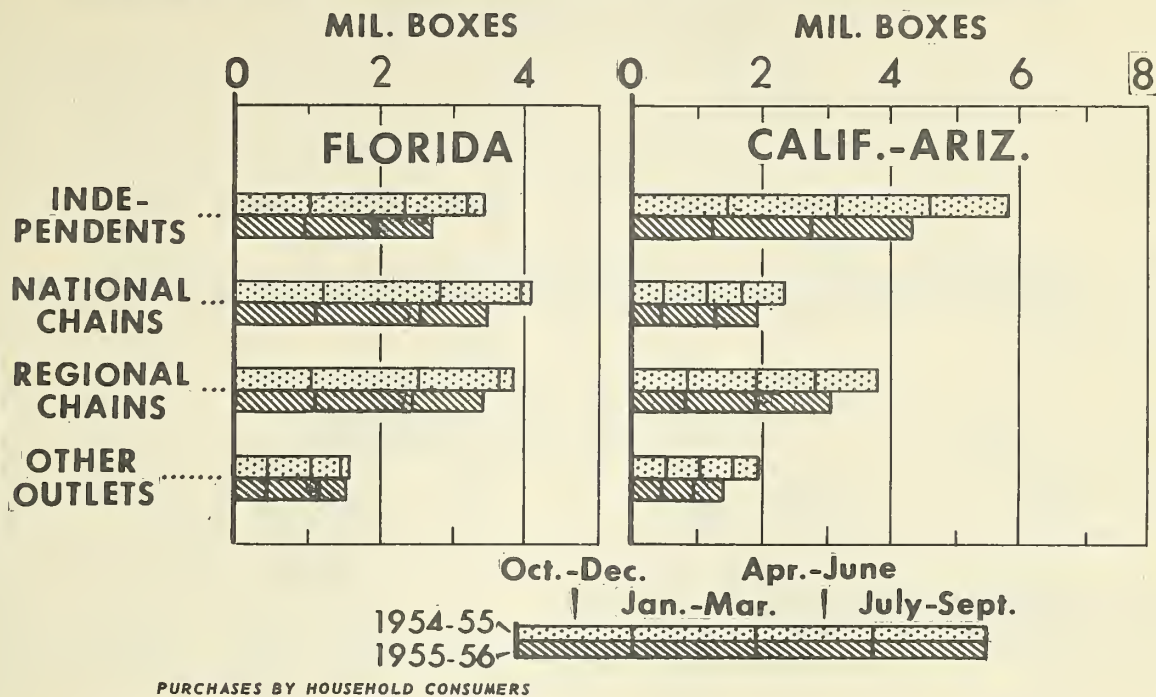
Table 16.--Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	33.6	28.7	38.4	33.5	34.6	31.7	29.6	24.7	38.9	33.9	48.3	1/
January-March	39.0	33.3	44.5	38.4	41.3	36.1	32.0	26.9	41.4	33.4	1/	1/
April-June	44.0	38.6	48.5	41.9	45.5	40.5	36.7	31.4	46.2	42.9	1/	53.9
July-September		45.2		49.4		45.4		40.0		1/		1/
California-Arizona												
October-December	47.9	47.6	52.5	54.9	48.8	48.6	38.4	37.0	54.2	49.3	41.6	41.5
January-March	48.5	43.6	58.1	56.1	50.1	46.5	43.3	37.4	50.8	44.5	41.1	35.3
April-June	53.9	46.3	65.3	58.8	53.7	47.8	48.4	43.8	60.4	47.8	45.0	37.1
July-September		44.7		48.5		44.2		44.3		52.9		36.2
All oranges 2/												
October-December	39.7	36.9	44.3	41.6	42.8	41.2	31.1	26.9	42.7	40.2	41.3	40.8
January-March	43.3	38.1	49.5	43.6	46.4	42.2	33.7	28.6	43.4	38.6	40.4	35.1
April-June	49.8	42.8	55.8	47.7	51.6	45.4	38.6	33.4	55.4	45.9	44.8	37.9
July-September		44.6		48.5		44.5		42.0		50.5		35.9
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	15.7	16.8	13.9	14.1	14.8	15.4	18.2	20.0	12.7	14.4	9.7	1/
January-March	13.8	14.6	12.5	12.8	14.4	14.0	15.4	17.1	11.8	15.0	1/	1/
April-June	12.7	13.5	12.1	12.6	12.8	13.5	13.6	15.3	12.1	12.9	1/	11.3
July-September		12.0		11.7		13.8		11.6		1/		1/
California-Arizona												
October-December	12.2	11.8	11.4	10.6	11.8	11.2	14.4	14.9	11.0	12.3	13.7	13.3
January-March	11.7	12.7	9.5	9.7	11.5	12.1	12.5	13.2	11.5	12.4	13.6	15.5
April-June	11.1	12.4	9.2	9.7	11.3	12.1	11.5	12.0	9.9	12.6	13.0	15.2
July-September		12.5		12.4		12.4		11.6		11.0		14.3
All oranges 2/												
October-December	13.7	14.0	12.6	12.3	12.9	12.7	16.6	18.1	12.4	13.2	13.6	13.4
January-March	12.5	13.3	11.0	11.6	12.3	12.7	14.1	15.6	12.3	13.2	13.6	15.2
April-June	11.6	12.6	10.5	11.3	11.7	12.4	12.8	13.8	10.2	12.0	13.0	14.8
July-September		12.3		12.2		12.4		11.1		11.1		14.3
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	22.4	22.8	31.1	31.7	15.3	15.1	36.8	39.4	5.7	3.8	1.3	1/
January-March	26.5	31.5	44.3	53.3	20.7	22.4	33.2	38.8	5.1	11.3	1/	1/
April-June	18.9	22.0	35.9	43.1	12.7	13.6	20.9	22.7	4.5	8.4	1/	1.1
July-September		4.1		8.0		2.1		4.8		1/		1/
California-Arizona												
October-December	18.3	20.4	22.5	23.3	23.3	26.5	3.9	4.3	14.8	18.3	31.1	35.7
January-March	24.7	24.5	23.8	20.5	34.5	35.2	3.2	3.3	20.1	21.1	56.4	60.8
April-June	23.0	21.2	23.6	19.8	31.9	30.7	3.1	2.0	19.7	19.7	48.4	46.3
July-September		20.5		30.4		24.9		4.5		13.8		26.6
All oranges 2/												
October-December	49.7	53.6	60.4	63.0	46.1	50.2	51.8	56.9	37.3	40.6	38.7	44.2
January-March	61.5	68.2	77.7	85.4	63.4	68.9	45.6	52.6	43.0	51.9	69.5	74.0
April-June	48.5	50.8	66.4	70.7	50.3	51.4	29.0	31.3	32.4	35.6	59.6	58.2
July-September		28.2		42.7		30.4		12.3		18.7		30.7

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

WHERE CONSUMERS BUY ORANGES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3008-56(8)

AGRICULTURAL MARKETING SERVICE

Figure 8

Table 17.--Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	945	1,047	1,124	1,176	1,114	1,026	3,618	3,660
January-March	1,033	1,204	1,380	1,669	1,311	1,479	4,452	5,044
April-June	716	885	989	1,106	997	1,136	3,067	3,561
July-September		202		133		208		654
Total		3,418		4,054		3,849		12,919
California-Arizona								
October-December	1,234	1,455	451	455	812	841	2,953	3,271
January-March	1,531	1,671	814	671	1,174	1,071	3,991	3,935
April-June	1,566	1,475	657	553	1,068	914	3,735	3,430
July-September		1,206		670		959		3,282
Total		5,807		2,349		3,785		13,918
All oranges ^{2/}								
October-December	2,818	3,169	1,814	1,960	2,292	2,281	8,020	8,612
January-March	3,241	3,757	2,506	2,713	2,930	3,052	10,146	10,931
April-June	2,671	2,867	1,857	1,875	2,384	2,377	7,875	8,215
July-September		1,640		899		1,329		4,512
Total		11,433		7,447		9,039		32,270

^{1/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

Table 18.--Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen							
	Independent groceries	National chains	Regional chains	All retail outlets ^{1/}				
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	34.4	30.4	33.1	27.7	33.9	28.8	33.6	28.7
January-March	39.0	33.9	38.8	32.2	40.8	34.6	39.0	33.3
April-June	44.0	38.4	43.1	37.8	47.1	40.5	44.0	38.6
July-September		44.2		49.4		43.9		45.2
California-Arizona								
October-December	50.2	49.9	49.7	49.5	45.9	48.1	47.9	47.6
January-March	52.0	47.9	52.1	46.2	47.3	43.1	48.5	43.6
April-June	54.5	49.8	58.0	47.8	55.2	45.8	53.9	46.3
July-September		47.3		45.4		43.3		44.7
All oranges ^{2/}								
October-December	41.9	40.2	38.3	34.1	39.0	36.5	39.7	36.9
January-March	45.5	41.0	44.4	37.4	44.0	38.5	43.3	38.1
April-June	51.5	45.4	50.3	42.4	51.5	43.1	49.8	42.8
July-September		46.5		45.6		43.4		44.6
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	15.6	16.2	15.1	17.0	14.9	15.7	15.7	16.8
January-March	12.5	13.5	14.1	15.1	12.5	13.7	13.8	14.6
April-June	11.6	12.6	13.7	13.9	11.8	12.8	12.7	13.5
July-September		11.8		11.3		12.4		12.0
California-Arizona								
October-December	11.5	11.3	11.5	10.8	12.4	11.1	12.2	11.8
January-March	10.9	11.6	11.1	11.7	11.5	12.3	11.7	12.7
April-June	10.8	11.6	10.3	11.7	10.8	12.3	11.1	12.4
July-September		11.7		12.3		13.0		12.5
All oranges ^{2/}								
October-December	13.0	12.9	13.4	14.3	13.4	13.3	13.7	14.0
January-March	11.4	12.2	12.3	13.4	11.8	12.8	12.5	13.3
April-June	10.8	11.9	11.6	12.5	11.2	12.5	11.6	12.6
July-September		11.7		12.0		12.7		12.3

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

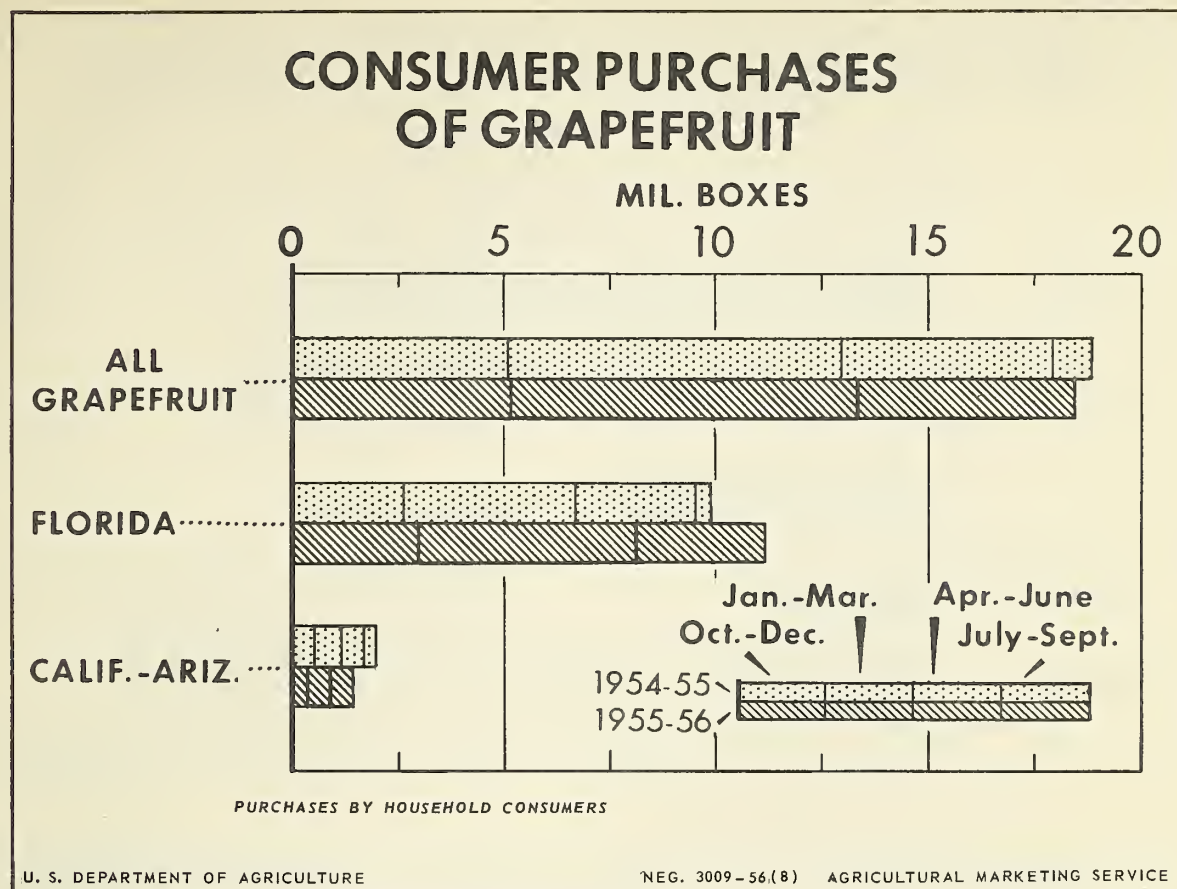


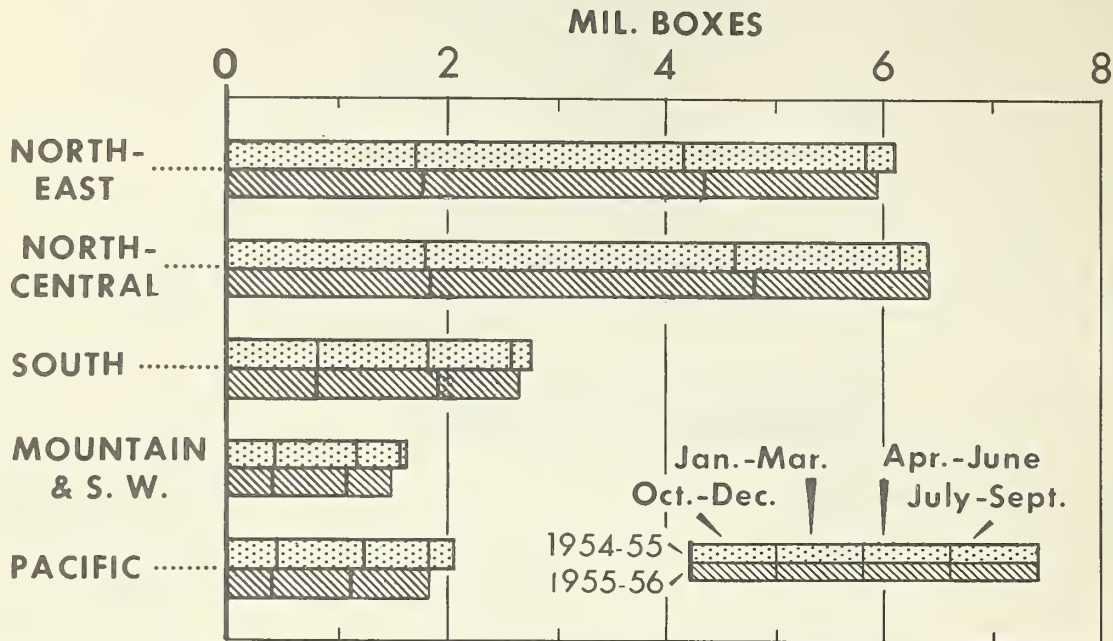
Figure 9

Table 19.-- Grapefruit: Consumer purchases, by quarters, October-December 1954 to date

Period	All grapefruit ^{1/}	Florida	California- Arizona	Unidentified
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1954-1955				
October-December	5,121	2,654	502	1,406
January-March	7,874	4,130	699	2,109
April-June	4,955	2,808	495	1,433
July-September	955	352	271	313
Total	18,905	9,944	1,967	5,261
1955-1956				
October-December	5,165	3,012	315	1,403
January-March	8,205	5,110	567	1,715
April-June	5,041	3,034	540	1,287
July-September				
Total				

^{1/} Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

GRAPEFRUIT PURCHASES BY REGIONS



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3010-56 (8) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 20.-- Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1954 to date

State of origin and period	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	3,012	2,654	1,286	1,218	1,005	744	557	541	96	106	68	45
January-March	5,110	4,130	2,179	1,948	1,734	1,233	890	748	194	155	113	46
April-June	3,034	2,808	1,308	1,301	974	780	536	523	161	158	55	46
July-September		352		129		86		126		1/		1/
Total		9,944		4,596		2,843		1,938		424		143
California-Arizona												
October-December	315	502	85	49	50	96	1/	1/	24	55	137	288
January-March	567	699	62	47	66	86	1/	1/	40	56	388	452
April-June	540	495	48	1/	53	44	1/	1/	49	44	377	368
July-September		271		51		61		1/		17		132
Total		1,967		178		287		60		172		1,270
All grapefruit 2/												
October-December	5,165	5,121	1,767	1,703	1,833	1,781	800	804	389	400	376	433
January-March	8,205	7,874	2,589	2,447	2,977	2,851	1,124	1,032	717	757	798	767
April-June	5,041	4,955	1,625	1,683	1,621	1,514	742	739	392	400	661	619
July-September		955		255		273		184		48		195
Total		18,905		6,088		6,419		2,759		1,605		2,034

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

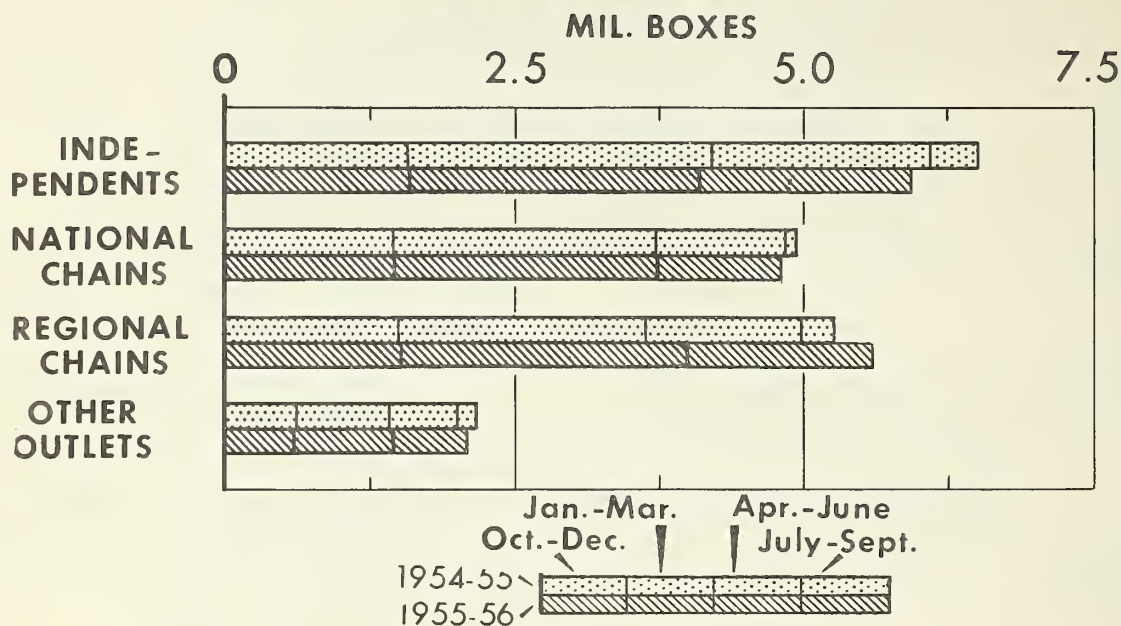
Table 21.-- Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	79.3	80.9	86.6	88.5	72.8	79.2	69.3	66.3	89.2	87.9	112.6	109.9
January-March	77.8	78.0	82.1	83.5	73.6	77.8	67.2	64.6	92.1	84.3	116.4	102.6
April-June	91.8	91.7	97.6	97.8	88.4	90.2	75.0	74.8	106.0	100.1	140.5	131.0
July-September		113.7		120.9		125.4		97.9		1/		1/
California-Arizona												
October-December	93.4	74.8	100.1	96.8	80.0	84.4	1/	1/	90.8	61.6	95.6	73.0
January-March	75.3	73.0	97.4	93.2	70.8	73.6	1/	1/	70.6	60.3	74.3	73.3
April-June	79.1	84.2	116.8	1/	87.6	86.8	1/	1/	84.9	73.4	74.8	85.0
July-September		105.1		120.0		124.9		1/		128.6		92.3
All grapefruit 2/												
October-December	80.9	79.7	88.9	90.1	73.2	76.2	73.0	71.6	84.0	76.3	95.3	82.0
January-March	75.4	75.5	83.0	85.3	70.4	71.8	69.4	69.0	78.0	75.0	79.1	74.8
April-June	88.6	90.5	99.6	99.2	87.2	87.6	79.3	79.6	95.5	95.3	80.4	89.6
July-September		108.2		121.1		117.0		102.9		128.6		91.3
State of origin and period	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	5.2	5.1	4.5	4.4	6.1	5.6	5.9	6.0	4.9	6.6	3.5	4.0
January-March	5.6	5.3	4.5	4.7	6.3	5.9	6.2	6.1	5.2	5.7	4.1	4.4
April-June	4.9	4.6	4.5	4.1	5.3	5.1	5.7	5.4	4.8	5.3	3.4	3.5
July-September		4.0		3.6		4.2		4.3		1/		1/
California-Arizona												
October-December	4.5	5.4	4.3	3.9	5.9	5.2	1/	1/	5.0	8.6	4.4	5.3
January-March	5.6	5.6	4.8	4.6	6.1	5.6	1/	1/	7.6	7.8	5.5	5.5
April-June	5.2	5.3	3.8	1/	5.1	4.8	1/	1/	5.6	8.7	5.3	5.2
July-September		4.1		3.6		3.7		1/		2.9		4.6
All grapefruit 2/												
October-December	5.1	5.1	4.3	4.2	6.0	5.6	5.5	5.5	5.4	6.1	4.3	4.6
January-March	5.7	5.5	4.9	4.5	6.4	6.1	5.9	5.6	6.3	6.5	5.4	5.5
April-June	5.0	4.7	4.3	4.0	5.3	5.0	5.4	5.0	5.1	5.3	5.2	4.9
July-September		4.0		3.7		4.0		3.9		3.2		4.6
State of origin and period	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	18.7	16.6	29.1	27.8	21.8	16.2	14.4	14.2	5.8	6.3	4.3	2.8
January-March	31.7	25.8	49.6	44.8	37.8	27.0	23.1	19.2	11.4	9.5	7.1	2.9
April-June	18.7	17.4	29.7	29.5	21.1	16.9	13.7	13.5	9.6	9.6	3.4	2.9
July-September		2.2		3.0		1.9		3.3		1/		1/
California-Arizona												
October-December	2.0	3.1	1.9	1.1	1.1	2.1	1/	1/	1.5	3.3	8.6	18.3
January-March	3.5	4.4	1.4	1.1	1.4	1.9	1/	1/	2.4	3.4	24.3	30.3
April-June	3.3	3.1	1.1	1/	1.2	1.0	1/	1/	2.9	2.7	23.5	23.1
July-September		1.7		1.2		1.3		1/		1.0		8.3
All grapefruit 2/												
October-December	32.1	32.0	40.0	38.9	39.8	38.8	20.6	21.1	23.7	23.9	23.7	27.5
January-March	50.8	49.2	58.9	56.3	64.8	62.5	29.1	26.4	42.3	46.3	50.0	49.5
April-June	31.0	30.8	36.9	38.2	35.1	32.8	18.9	19.1	23.3	24.3	41.2	38.9
July-September		6.0		5.9		6.0		4.8		2.9		12.3

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

WHERE CONSUMERS BUY GRAPEFRUIT



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3011-56(8) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 22.-- Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	800	634	979	881	897	777	3,012	2,654
January-March	1,248	1,050	1,651	1,470	1,598	1,140	5,110	4,130
April-June	950	273	644	765	1,009	800	3,034	2,808
July-September		143		30		106		352
Total		2,700		3,146		2,823		9,944
California-Arizona								
October-December	107	174	70	125	96	151	315	502
January-March	179	232	129	167	205	243	567	699
April-June	187	197	107	97	197	152	540	495
July-September		93		37		83		271
Total		696		426		629		1,967
All grapefruit ^{2/}								
October-December	1,598	1,582	1,453	1,441	1,528	1,492	5,165	5,121
January-March	2,506	2,637	2,305	2,286	2,495	2,141	8,205	7,874
April-June	1,795	1,881	1,043	1,134	1,575	1,355	5,041	4,955
July-September		407		98		277		955
Total		6,507		4,959		5,265		18,905

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

Table 23.-- Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

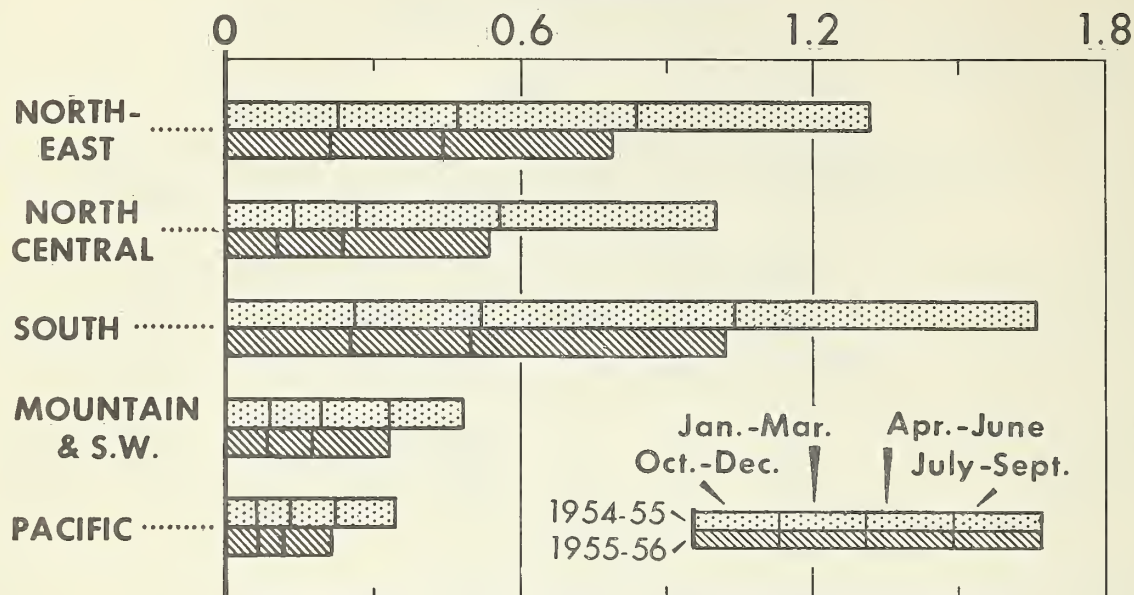
State of origin and period	Average price per dozen							
	Independent		National		Regional		All retail	
	groceries		chains		chains		outlets ^{1/}	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	85.2	86.4	74.6	77.0	81.5	82.9	79.3	80.9
January-March	86.0	83.7	71.4	72.6	81.3	81.8	77.8	78.0
April-June	96.8	91.4	90.1	90.3	95.7	97.2	91.8	91.7
July-September		112.0		122.8		123.5		113.7
California-Arizona								
October-December	97.1	82.6	89.5	72.0	94.1	74.6	93.4	74.8
January-March	82.8	80.2	76.3	71.4	66.7	69.9	75.3	73.0
April-June	83.8	87.4	78.3	91.1	76.2	85.7	79.1	84.2
July-September		111.8		134.9		98.4		105.1
All grapefruit ^{2/}								
October-December	86.0	84.1	76.6	77.9	81.6	79.5	80.9	79.7
January-March	79.3	78.5	71.5	72.9	77.3	76.0	75.4	75.5
April-June	92.6	90.9	88.2	91.7	89.9	95.2	88.6	90.5
July-September		109.5		130.2		110.5		108.2
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	4.8	4.8	5.6	5.4	4.7	4.5	5.2	5.1
January-March	4.9	4.8	6.2	5.8	5.0	4.8	5.6	5.3
April-June	4.6	4.5	5.0	4.9	4.6	4.1	4.9	4.6
July-September		3.9		3.5		3.5		4.0
California-Arizona								
October-December	4.0	4.9	5.8	5.9	4.3	4.7	4.5	5.4
January-March	5.0	5.2	6.9	6.2	5.2	5.2	5.6	5.6
April-June	4.9	5.3	6.3	5.4	4.7	4.4	5.2	5.3
July-September		3.7		3.6		3.9		4.1
All grapefruit ^{2/}								
October-December	4.7	4.8	5.5	5.2	4.7	4.7	5.1	5.1
January-March	5.3	5.3	6.2	5.8	5.2	5.1	5.7	5.5
April-June	4.7	4.7	5.1	4.8	4.7	4.2	5.0	4.7
July-September		3.9		3.5		3.7		4.0

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

LEMON PURCHASES BY REGIONS

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

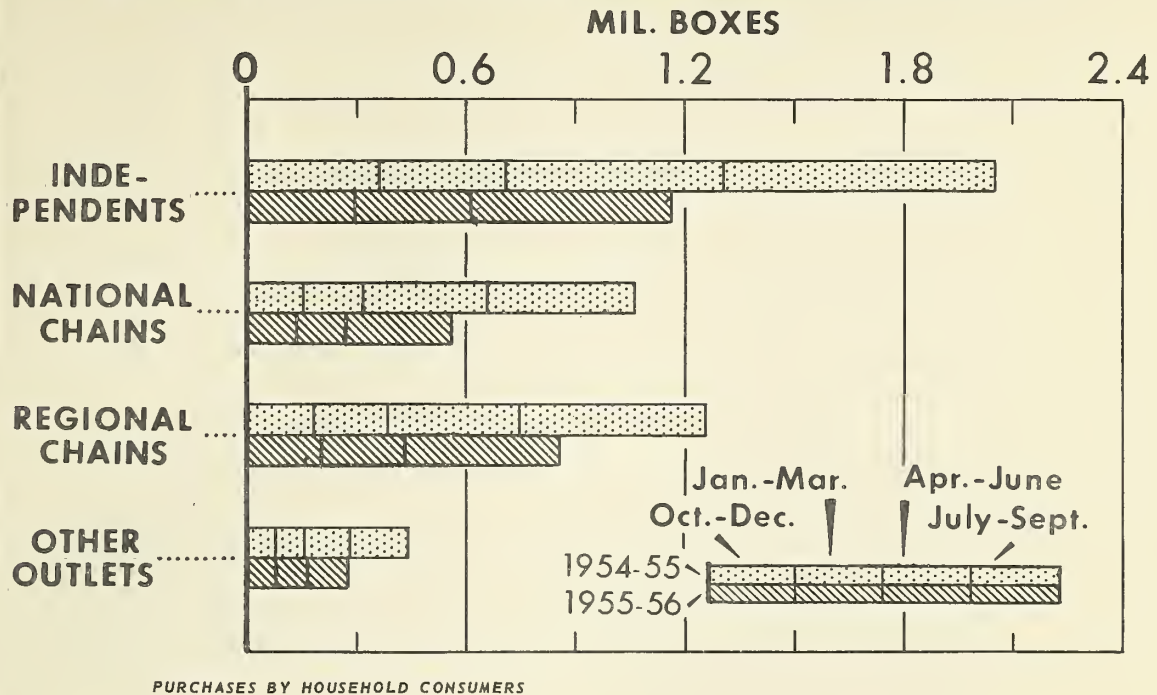
NEG. 3012-56 (8) AGRICULTURAL MARKETING SERVICE

Figure 12

Table 24.-- Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions by quarters, October-December 1954 to date

[illegible]

WHERE CONSUMERS BUY LEMONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3013-56 (8), AGRICULTURAL MARKETING SERVICE

Figure 13

Table 25.--Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ- dent groceries:	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries:	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries:	National chains	Regional chains	All retail outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1954-55												
October-December	366	155	189	785	45.0	47.3	48.3	45.6	6.2	5.7	5.8	6.1
January-March	351	164	195	798	44.4	44.5	46.1	44.2	6.0	5.9	6.1	6.1
April-June	593	337	368	1,414	41.7	40.6	41.0	41.1	7.1	7.4	7.2	7.2
July-September	740	406	504	1,817	42.7	41.7	41.7	41.9	7.7	7.6	7.8	7.7
Total	2,050	1,062	1,256	4,814								
1955-56												
October-December	298	135	202	713	45.1	47.3	47.1	45.6	6.2	5.8	6.2	6.2
January-March	316	143	237	779	45.9	48.0	47.0	46.2	6.0	5.5	6.0	5.9
April-June	551	290	428	1,384	41.7	42.9	42.5	42.2	7.2	7.1	7.4	7.2
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.



